

IN THE CLAIMS:

**Please amend the claims as follows:**

1-23, 29-104 (cancelled)

105. (new) An apparatus comprising:

a network comprising a first computer, associated with a user and containing a first processor, operably connectable to a second computer, associated with a vendor and containing a second processor;

a product provided by the vendor;

a label, connected to the product and comprising a face, visible to a user at a point of purchase;

the label, further comprising a computer readable medium and adapted to be selectively secured to and removed from the product corresponding to the vendor and purchased by the user;

the label, wherein the computer readable medium further contains vendor data, provided from the second computer by the vendor, and computer readable instructions executable on the first computer for presenting vendor information to the user;

the label, further comprising information visible on the face and presenting an advertising impression, corresponding to at least one of the vendor and the product, to the user at the point of purchase;

a securing mechanism configured to selectively secure to and release from the product the label; and

the label, wherein the vendor information is operably independent and substantively distinct from the product.

106. (new) The system of claim 105, wherein the computer readable medium further contains executable instructions effective to direct the first processor to obtain additional data over the network.

107. (new) An article comprising:

    a computer readable medium integrated with a label and storing operational and executable data structures, the data structures being configured to be readable by a first computer, associated with a purchaser of a product;

    the computer readable medium, wherein the data structures further comprise vendor data, profiling data, and linking data;

    the computer readable medium, wherein the vendor data is associated with a source of the product and comprises instructions executable by the first computer to present to the purchaser a presentation provided from the vendor;

    the computer readable medium, wherein the profiling data comprises instructions executable by the first computer to obtain information corresponding to the purchaser and relating to the vendor;

    the computer readable medium, wherein the linking data comprises instructions executable to control communication of the first computer with a second computer associated with the vendor;

    the label, labeling and being removably connected to the product offered for sale;

    the label, further comprising a face presenting an image, visible to and presenting an advertising impression to, the purchaser at a point of purchase; and

    the label, wherein the advertising impression corresponds to at least one of a vendor of the product, a manufacturer thereof, and the product and is operably independent and substantively distinct therefrom.

108. (new) The article of claim 107, wherein:

    the data structures further comprise executables comprising instructions executable by the first computer.

109. (new) The article of claim 108, wherein:

    the executables are effective to control communication of the first computer with a second computer associated with the vendor.

110. (new) The article of claim 107, wherein the computer readable medium stores a presentation to the user independent from the product.

111. (new) The article of claim 107, further comprising packaging covering at least a portion of the product, the label being selectively secured to the packaging.

112. (new) The article of claim 111, wherein the label is contained within the packaging to be retained therein.

113. (new) The article of claim 112, wherein the label is secured to the exterior of the packaging.

114. (new) A method comprising:

providing vendor data corresponding to a source of products and directed to purchasers of the products, a purchaser of the purchasers being associated with a computer of the purchaser;

providing a label designating the source, securable to the product, substantively distinct therefrom, and operably independent therefrom, wherein the label comprises a face, visible to a purchaser at a point of purchase;

providing an image on the face, the image delivering an advertising impression to the purchaser at the point of purchase;

the providing the label, wherein the label further comprises a computer readable medium, readable by a computer of the purchaser;

recording the vendor data on the computer readable medium to be readable by and operable on the purchaser computer, the vendor data being operably independent and substantively distinct from the product;

securing the label to a product, of the products, to be removable by the purchaser; and distributing the label and product to the purchaser.

115. (new) The method of claim 114, further comprising:

providing instructions for installing the label in a drive associated with computer of the purchaser.

116. (new) The method of claim 114, wherein the vendor data further comprises executables effective to program the computer of the purchaser.

117. (new) The method of claim 114, wherein the vendor data comprises instructions effective to present to the purchaser additional advertising impressions to the purchaser from the computer of the purchaser.

118. (new) The method of claim 114, further comprising:

providing packaging for the product, covering at least a portion of the product.

119. (new) The method of claim 118, wherein the packaging connects the label to the product.

120. (new) The method of claim 119, further comprising providing a pedestal positioning the label with respect to the packaging.

121. (new) The method of claim 118, wherein the packaging completely encloses the product.

122. (new) The method of claim 118, wherein the label is attached to at least one of the product and the packaging in a manner so as to be readily removable by the purchaser without damage to the product and without damage to the label.

123. (new) The method of claim 118, further comprising fixing the label directly to at least one of the product and the packaging.

124. (new) A method comprising:

providing a label selectively securable to products to designate a source of the products and comprising a computer readable medium;

providing vendor data corresponding to the source and directed to purchasers of the products;

recording the vendor data on the computer readable medium to be readable by a first computer associated with a retail purchaser, from among the purchasers of the products, the vendor data being operably independent and substantively distinct from the product;

the providing vendor data, further comprising providing instructions executable by the first computer to present to the retail purchaser access, from the vendor, to a presentation to the purchaser;

the providing the label, further comprising providing a face thereof presenting an image, visible to and presenting an advertising impression to, the purchaser at a point of purchase;

securing the label to the product;

distributing the label and product to the purchaser.

125. (new) The method of claim 124, wherein the advertising impression corresponds to at least one of the product, a manufacturer thereof, and the vendor.

126. (new) The method of claim 124, wherein the presentation comprises entertainment presenting additional advertising impressions corresponding to at least one of the product, the manufacturer, and the vendor.

127. (new) The method of claim 124, wherein the presentation is an audio-visual presentation by the first computer.

128. (new) The method of claim 124, wherein the presentation is entertainment selected from a game, a movie, an advertisement, and a test.

129. (new) An article of manufacture, comprising:  
a product displayed for sale to a retail purchaser at a retail site;  
a securement, connecting a label to the product;  
the label, further comprising advertising, visible at a point of purchase, to provide an advertising impression to the retail purchaser for the product;  
the label, further comprising a computer readable medium operably independent and substantively distinct from the product; and  
the label, wherein the computer readable medium further comprises instructions executable by a computing device of the retail purchaser.

130. (new) The article of claim 129,  
wherein the computer readable medium comprises a physical object having a face presenting the advertising impression;  
wherein the computer readable medium is at least one of optically, magnetically, and electronically readable.

131. (new) The article of claim 129, further comprising packaging covering at least a portion of the product, the securement being connected directly to the packaging.

132. (new) The article of claim 131, wherein the packaging completely encloses the product.

133. (new) The article of claim 131, wherein the packaging comprises plastic selected from soft plastic and hard plastic.

134. (new) The article of claim 132, wherein the packaging further comprises a detent fixing the label to the packaging.

135. (new) The article of claim 132, wherein the label is completely inside the packaging.

136. (new) An apparatus comprising:  
a product provided by a source;  
a label affixed to the product by the source;  
the label comprising first information providing an advertising impression, visible by and identifying to a purchaser of the product, at a point of purchase, at least one of the product and the source of the product;  
the label further comprising a computer readable medium, operably independent and substantively distinct from the product; and  
the label, wherein the computer readable medium stores instructions executable by a computer of the purchaser of the product.

137. (new) The apparatus of claim 136, wherein the apparatus further comprises at least one of:

a protector, covering the computer readable medium before use; and  
the label monolithically integrated with the computer readable medium.

138. (new) The apparatus of claim 136, wherein the computer readable medium is readable by at least one of an electromagnetic, optical, and electronic reader.

139. (new) The apparatus of claim 136, wherein the computer-readable medium is formatted in at least one of a compact disk, floppy disk, digital video disk, magnetic strip, bar code, symbolic code, and an embedded chip.

140. (new) The apparatus of claim 136, further comprising:

the first information printed on the label communicating to the user an identification of at least one of the product and the source by at least one of a color, shape, symbol, word, name, and phrase;

the computer-readable medium further containing second information comprising information about at least one of the product, the source, other products, use of the product, services corresponding to the product, a game, entertainment, music, a data gathering interface, a test, a browser, a launcher, and an internet link; and

the computer readable medium, readable by at least one of an electromagnetic, optical, and electronic reader.

141. (new) A method comprising:

providing a product from a supplier to a vendor selling to an end user;

providing a label connected to the product and having a face displaying an advertising impression directed to the end user,

the providing a label, wherein the advertising impression identifies at least one of the product, vendor, and supplier;

providing the label, wherein the label further comprises a computer-readable medium operably independent and substantively distinct from the product, storing instructions executable by a computing device of the end user;

providing a communication reflecting retailing of the product from the vendor to the end user; and

the providing the communication occurring in consequence of loading and running by the end user the executable instructions from the label on a computer of the end user.

142. (new) The method of claim 141, wherein the product is selected from a magazine, a garment, headgear, footwear, a toy, a foodstuff, furniture, an appliance, sporting goods, dry goods, a tool, and a plant.

143. (new) The method of claim 141, wherein:

the product further comprises at least one of a protector covering the computer readable medium before use, and the label monolithically integrated with the computer readable medium;

the computer readable medium is readable by at least one of an electromagnetic, optical, and electronic reader; and

the computer-readable medium is formatted in at least one of a compact disk, floppy disk, digital video disk, magnetic strip, bar code, symbolic code, and an embedded chip.